



Caucasus University

Caucasus School of Business

Name of Educational Programme:	ბიზნესის ადმინისტრირების (სპეციალობები: ფინანსები, მარკეტინგი, მენეჯმენტი, საბუღალტრო აღრიცხვა) ინგლისურენოვანი საბაკალავრო პროგრამა
Name of Educational Programme in English:	Bachelor's Program in Business Administration (Specializations: Finance, Marketing, Management, Accounting) (delivered in English)
Level of Higher Education	Bachelor
Type of Educational Programme	Academic
Language of Instruction	English
Awarded Qualification, Code	0413
In Georgian:	ბიზნესის ადმინისტრირების ბაკალავრი
In English:	Bachelor of Business Administration
Date of Program Approval	05.12.2020
Date of Program Renewal	
Program Coordinator/Co-Coordinator	Coordinator: David Tsiklauri, Professor Co-coordinator: Elene Jgarakava, Associate Professor

Program Volume in Credits	
<p>The Bachelor's Degree Program in Business Administration comprises 240 credits. The first course with 60 ECTS, the second course 62 ECTS, the third course 58 ECTS, the forth course 60 ECTS. Consequently, the standard official duration of the Bachelor's Degree Program is four years. Each academic year is based on the semester principle, with each semester comprising 20 academic weeks; hence, each academic year is scheduled for 40 weeks. 1 ECTS equals to 25 hours, which includes class hours and time spent on independent work (midterm and final examinations, as well as homework assignments).</p> <p>After expiration of the standard duration of the Bachelor's Degree Academic Program, the students having academic debts, with the view of completing the program, are allowed to continue education through additional semesters (no more than 4) by retaining the student's status. The Bachelor's program is envisaged as the main field of study and free components learning courses:</p> <p>Learning courses of main field of study (158 ECTS credits):</p>	

Mandatory learning courses of Business Administration-128/123 ECTS credits;
Mandatory learning courses of concentration-25 ECTS credits;
Optional learning courses of concentration-5 ECTS

Learning courses of free component (82 ECTS credits):
Mandatory learning courses of university- 62 ECTS credits;
Optional learning courses of university-5/10 ECTS credits;
Free credits- 15 ECTS credits.

77 ECTS of General Courses, 15 ECTS of university optional, 15 ECTS of components and 133 ECTS mandatory learning courses of business administration.

Part of foreign language subjects are presented by English language and second foreign language (Turkish, Spanish), from which student has to take one.

English language in the program is divided into general and professional modules. The share of both modules are 20 ECTS out of 240 ECTS.

The second foreign language (Turkish, Spanish) comprises 30 ECTS according to the program.

In case foreign students prove their knowledge of general English by any document, they can earn this credit studying Georgian language. In Case they know Georgian as well, they can earn credits based on free credits principle.

Program Admission Precondition

Any Georgian citizen who has completed full secondary education is entitled to enroll in Bachelor's program of business administration, based on the results of the Unified National Examinations. Passing the English Language as a foreign language at the Unified National Examinations is a mandatory requirement. Any exceptions to the Law on Enrolment at Higher Education Institutions are allowed only in the cases prescribed by Law.

Enrolment in the Bachelor's program of Business Administration through mobility is allowed according to rules established by Georgian Legislation. Prospective students eligible to the program without having passed the Unified National Examinations must attest English language B2 level of proficiency (IELTS-6.0; TOEFL-78; or other relevant international certificate confirming B2 level proficiency) or he/she has to pass a University administered English language B2 level exam.

Mobility to the program is allowed in accordance to procedures set by the relevant law.

Qualification Description of the Program

Program Objective	<p>The program corresponds to the vision of the Caucasus University and the Caucasus School of Business, ensures training of competitive, highly qualified, morally perfect specialists, who follows democratic ideals on local and international labor markets and ensures satisfaction of the educational requirement of the society in this sphere.</p> <p>The program is drawn by considering needs and requirements of labor market of private and governmental sectors of Georgia and neighbouring markets. The program considers the experience of leading business schools of Georgian and foreign universities and shares the professional standards established in the business administration.</p> <p>The aim of the Bachelor's program of business administration of Caucasus School of Business are as follows:</p> <p>Obj. 1 - To give wide theoretical and practical skills of business administration as in basic, as well as in functional directions, such as finances, marketing, management, accounting and audit;</p> <p>Obj. 2 - To develop skills necessary for different level of managerial positions and prepare to effectively fulfill relevant functions (financist, marketer, accountant-auditor and etc.) for local and international companies.</p> <p>Obj. 3 - To give theoretical knowledge and improve skills necessary for entrepreneurial activity;</p> <p>Obj. 4 - To offer the program matching educational business programs of international universities, which helps him/her to deepen the knowledge in high educational institutions of Georgia and abroad.</p> <p>Obj. 5 - To establish worldview and values, which makes him/her a competitive, high qualified, morally perfect person, loyal to the universal ideals, ethically responsible and with high public self-consciousness.</p>
Program Learning Outcomes	<p>After completing the bachelor's program of business administration graduate will be able:</p> <p>P.L.O.1. To define, describe and discuss the basic theories, concepts, models and approaches of business administration:</p> <ul style="list-style-type: none"> - P.L.O 1.1 For Finances concentration: describe and discuss the basic theories, concepts, models and approaches of finance; Plans, implements and evaluates the financial activities of the organization; Prepares financial reports; - P.L.O 1.2 For Marketing concentration: describe and discuss the basic theories, concepts, models and approaches of marketing; Plans, implements and evaluates the marketing activities of the organization; Maintains a business relationship with customers; - P.L.O 1.3 For Management concentration: describe and discuss the basic theories, concepts, models and approaches of management; Plans, implements and evaluates the activities of the organization's management; Manage human resources; - P.L.O 1.4 For Accounting concentration: describe and discuss the basic theories, concepts, models and approaches of accounting; Plans, implements and evaluates the activities of the organization's accounting department; Prepare tax reports; <p>P.L.O.2. Based on the task set before him/her</p> <ul style="list-style-type: none"> - Determine the business model for assessing business environment, idea and/or

	<p>project,</p> <ul style="list-style-type: none"> - Set goals to achieve - Plan the necessary steps - make relevant decisions; <p>P.L.O.3. To use necessary knowledge and skills for relevant managerial position;</p> <p>P.L.O.4. To analyse current situations based on relevant models and analytical methods, identify core issues and make applicable decisions.</p> <p>P.L.O.5. Effective written and oral communication related to the sphere of basic and business administration topics in local and international environment.</p> <p>P.L.O.6. To define and be aware of the meaning of worldview, human values, social responsibility and ethical behavior.</p>
Areas of Employment	<ul style="list-style-type: none"> - In Marketing/Public Relations/Communication/and other marketing departments on different professional and managerial positions of various profile and industry companies - Various professional and managerial positions in the advertising or marketing research organization - Consulting Sector - Accounting Department of private and public institutions. - Audit Companies - Small, medium and large enterprises; - Banking and non-banking financial institutions; - Governmental, public and budgetary organizations - Non-governmental Organizations
Possibility to Continue Studies	The Program graduates are entitled to pursue education at Master's Degree Programs

Program Curriculum
(With the indication of modules, courses, relevant credits)

№	Course Code	Prerequisite	Course\ Module	Study Year								ECTS Credits
				I		II		III		IV		
				ECTS Credits								
				I Semester	II Semester	I Semester	II Semester	I Semester	II Semester	I Semester	II Semester	
Mandatory Learning Couses of University												
1.	ACWR 0007		Academic Writing	5								
2.	HIST 0003		History of Georgia	5								
3.	GENF 0001/GEO 0001		General English Language Skills B2+ (Part I)/Georgian Language A1	2.5/5								
4.	GENF 0002/GEO 0002	GENF 0001/GEO 0001	General English Language Skills B2+ (Part II)/ Georgian Language A2		2.5/5							
5.	GENG 0005/GEO 0003	GENF 0002/GEO 0002	C1.0 General English Language/ Georgian Language B1.1			2.5/5						
6.	GENG 0006/GEO 0004	GENG 0005/GEO 003	C1 General English Language/ Georgian Language B1.2				2.5/5					
7.	TURK0001/ESP 0001		Turkish LanguageA1.0 /Spanish Language A1.0	5								
8.	TURK0002/ESP 0002	TURK0001/E SP0001	Turkish Language A1/Spanish Language A1		5							
9.	TURK0003/ESP 0003	TURK0002/E SP0002	Turkish Language A2.0/ Spanish Language A2.0			5						

№	Course Code	Prerequisite	Course\ Module	Study Year								ECTS Credits
				I		II		III		IV		
				ECTS Credits								
				I Semester	II Semester	I Semester	II Semester	I Semester	II Semester	I Semester	II Semester	
10.	TURK0004/ESP 0004	TURK0003/E SP0003	Turkish Language A2/Spanish Language A2				5					
11.	TURK0005/ESP 0005	TURK0004/E SP0004	Turkish Language B1.0 /Spanish Language B1.0					5				
12.	TURK0006/ESP0006	TURK0005/E SP0005	Turkish Language B1 /Spanish Language B1						5			
13.	INTE 1110		InformationTechnologies 1	2.5								
14.	INTE 1210	INTE 1110	Information Technologies 2		2.5							
15.	INTE 2110	INTE 1210	Information Technologies 3			3.5						
16.	INTE 2210	INTE 1210	Information Technologies 4				3.5					
University Optional Learning Courses (5 ECTS Credits)												
17.	HIST 0001/ SOCI 0004		History of World Civilization / Introduction to Sociology		5							
18.	POLS 0002/PSYC 0006//PHIL 0005		Introduction to Political Sciences / Introduction to Psychology / Introduction to Philosophy			5						
Mandatory Courses of Business Administration (128 ECTS Credits)												
19.	MATH 0001¹		Precalculus	5								
20.	MATH 0003	MATH 0001	Calculus 1		5							
21.	MATH 0004	MATH 0003	Calculus 2			5						
22.	MATH 0002	MATH 0004	Linear Algeba				5					
23.	ECON 2110		Principles of Microeconomics	5								
24.	ECON 2210	ECON 2110	Principles of Macroeconomics		5							

¹ For students, who were enrolled without passing the maths, they can take only one elective course, to ensure fully completing the courses of maths direction (precalculus, calculus 1, calculus 2, linear algebra).

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				I		II		III		IV		
				ECTS Credits								
				I Semester	II Semester	I Semester	II Semester	I Semester	II Semester	I Semester	II Semester	
25.	PENF 0001		P1 Professional English Language	2,5								
26.	PENF 0002	PENF 0001	P2 Professional English Language		2,5							
27.	PENF 0003	PENF 0002	P3 Professional English Language			2,5						
28.	PENF 0004	PENF 0003	P4 Professional English Language				2,5					
29.	ACCT2110		Financial Accounting			5						
30.	BUSA 2110		Business Law			5						
31.	ACCT2210	ACCT2110	Managerial Accounting				5					
32.	MK 2210		Basic Marketing				5					
33.	MNG 3110		Fundamentals of Management				5					
34.	BCOM 3110		Business Communication					5				
35.	STAT 3110		Business Statistics					5				
36.	FI 3111	ACCT2110	Introduction to Finance					5				
37.	CSR 3110		Corporate Social Responsibility					3				
38.	MNG 3213	MNG 3110	Organizational Behavior					5				
39.	FI 3213	ACCT2110	Taxation						5			
40.	FI 3110	FI 3111	Corporate Finances						5			
41.	DATA 3210	STAT 3110, INTE 2110	Data Analysis and Business Modeling						5			
42.	LEAD 3210	MNG 3110	Leadership						5			
43.	MK 4212	MK 2210	Strategic Marketing						5			
44.	STRAT 4110	MNG 3110	Strategic Management							5		
45.	MGS 4213		Project Management								5	
46.	BPD 4210	MNG 3110, FI 3111, MK 4212	Business Plan Development								5	
Mandatory Courses of Finance Module												
47.	FI 3214	ACCT2110	Financial Reporting							5		
48.	FI 4114	FI 3111	Investments							5		

№	Course Code	Prerequisite	Course\ Module	Study Year								ECTS Credits
				I		II		III		IV		
				ECTS Credits								
				I Semester	II Semester	I Semester	II Semester	I Semester	II Semester	I Semester	II Semester	
49.	FI 4112	FI 3110	Banking							5		
50.	FI 4115	FI 3214	Financial Statement Analysis								5	
51.	FI 4216		Financial Markets and Institutions								5	
Optional Courses of Finance Module												
52.	FI 4111	FI 3110	International Finance							5		
53.	FI 4219		Monetary Policy							5		
54.	FI 4213		Financial Institution Management								5	
55.	FI 4217		Merge, Acqusition, Reorganization								5	
56.	FI 4211	FI 4114	Global Portfolio Management								5	
57.	INT 4210		Practice								5	
Mandatory Courses of Accounting and Audit												
58.	ACCT3214	ACCT2110	Introduction to Audit							5		
59.	ACCT3213	ACCT2110	Financial Reporting 1							5		
60.	ACCT4118	FI 3213	Tax Administration							5		
61.	ACCT3117	ACCT3213	Financial Reporting 2								5	
62.	ACCT4116	ACCT3214	Advanced Course of Audit								5	
Optional Courses of Accounting and Audit												
63.	FI 4114	FI 3111	Investments							5		
64.	ACCT4212	ACCT2110	Accounting Information Systems-ORIS Accounting							5		
65.	BALA 4111	ACCT2110	Accounting Program -Balance							5		
66.	ACCT4215	ACCT3213	International Financial Reporting Standards								5	
67.	ACCT4214	ACCT3213	International Financial Reporting Standards and Small and Medium								5	
68.	INT 4210		Practice								5	
Mandatory Courses of Marketing Module												
69.	MK 3211	MK 2210	Consumer Behavior							5		
70.	MK 3212	MK 2210	Marketing Research							5		
71.	MK 4110	MK 4212	Brand Management							5		
72.	MK 4111	MK 4212	Integrated Marketing Communications								5	

№	Course Code	Prerequisite	Course\ Module	Study Year								ECTS Credits
				I		II		III		IV		
				ECTS Credits								
				I Semester	II Semester	I Semester	II Semester	I Semester	II Semester	I Semester	II Semester	
73.	MK 4216		Digital Marketing and E-Commerce								5	
Optional Courses of Marketing Module												
74.	MK 4113		Service Organizations Marketing							5		
75.	MK 4010		Sports marketing							5		
76.	MK 4217		Creative Content Marketing							2.5		
77.	MK 4119		Consumer Service (Service Plus)							2.5		
78.	MK 3216		Sales Management							5		
79.	MK 4214		Public Relations Strategy								5	
80.	MK 4118		Retail Management								5	
81.	INT 4210		Practice								5	
Mandatory Courses of Management Module												
82.	MNG 3214	MNG 3110	Operations Management							5		
83.	MNG 4111		Entrepreneurship							5		
84.	MNG 4112		HR Management							5		
85.	MNG 4114		Supply Chain Management and Logistics								5	
86.	MNG 4211		Total Quality Management								5	
Optional Courses of Management Module												
87.	MNG 3211	MNG 3110	Consumer Behavior Management							2.5		
88.	MNG 3212	MNG 3110	Opportunity Management							2.5		
89.	MNG 4113		Negotiations							5		
90.	MNG 4118		Strategy for Trading Channels							5		
91.	MNG 4219		Business Model Innovation								5	
92.	MNG 4212		Innovation Management								5	
93.	INT 4210		Practice								5	
Optional Courses of Free Credits (15 ECTS Credits)												
94.			Free Credit (Teaching Courses of other programs/modules)								15	
ECTS credits			Semester	32.5	27.5	28.5	33.5	28	30	30	30	
			Per Year	60		62		58		60		240

